

**UNITED STATES DISTRICT COURT
FOR THE DISTRICT COURT OF MASSACHUSETTS**

FRED DEN, individually and on behalf of
all others similarly situated,
Plaintiff,

v.

KAREN A. WALKER, EDWARD H. SNOWDEN
and BOSTON COMMUNICATIONS GROUP,
INC.,
Defendants.

Civil Action No. 03-12211DPW

RONALD C. WON, Individually and on behalf of
all others similarly situated,
Plaintiff,

v.

BOSTON COMMUNICATIONS GROUP, INC.,
KAREN A. WALKER, and EDWARD H.
SNOWDEN,
Defendants.

Civil Action No. 03-12244DPW


DEFENDANTS' RULE 16.1 CERTIFICATION

Pursuant to Local Rule 16.1, defendants Boston Communications Group, Inc., Karen A. Walker and Edward H. Snowden, and their counsel affirm that they have conferred:

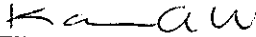
1. with a view to establishing a budget for the costs of conducting the full course, and various alternative courses, of the litigation; and
2. to consider the resolution of the litigation through the use of alternative dispute resolution programs, such as mediation, arbitration, and the alternative dispute resolution programs outlined in Local Rule 16.4.

KAREN A. WALKER, EDWARD H.
SNOWDEN and BOSTON
COMMUNICATIONS GROUP, INC.,

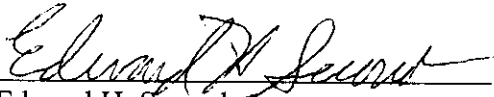
By their attorneys,



on behalf of Boston Communications
Group, Inc.

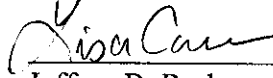


Karen A. Walker



Edward H. Snowden

Date: January 21, 2004



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CERTIFICATE OF SERVICE

I, Lisa M. Cameron, hereby certify that I caused a true and accurate copy of the foregoing document to be served upon the following by first class mail on this 22nd day of January, 2004:

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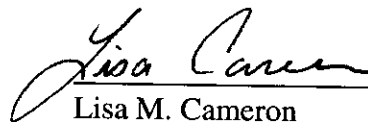
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